




2022 Sponsorship and Advertising Opportunities
 Command attention at Scientific Sessions with engaging tactics designed to bring more attendees to your booth or program

Overview

Scientific Sessions 2019 Philadelphia Audience

15,000+ total attendees
12,500+ professional attendees

Scientific Sessions 2021 Virtual Audience

11,500+ total attendees
10,500+ professional attendees


66% attendees with direct patient care

Source: 2019 and 2021 registration data.

Exhibit dates and hours:
 Saturday, Nov. 5, 9 a.m.-4:30 p.m. CST
 Sunday, Nov. 6, 9 a.m.-5 p.m. CST
 Monday, Nov. 7, 9 a.m.-3 p.m. CST

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Opportunities





Hotel Room Marketing



Hotel Advertising: Hyatt Regency McCormick Place



Citywide Advertising

Meeting News and Navigation

Opportunity	Price range	Space reservation deadline	Materials due
Final Program	\$30,000	Aug. 26, 2022	Sept. 2, 2022
On-Site Meeting Guide/Your Event Guide	\$580-\$20,035	Aug. 26, 2022	Sept. 2, 2022
Conference Coverage Website	\$5,000-\$20,000	Sept. 1, 2022	Sept. 8, 2022
AHA Mobile Meeting Guide App	\$5,000-\$80,000	Varies	Varies
AHAtv	\$1,000-\$10,000	Varies	Varies
Attendee Welcome Guide	\$25,000	Sept. 16, 2022	Sept. 23, 2022
Poster Hall Map	\$24,000	Sept. 16, 2022	Sept. 23, 2022
Symposia Schedule and Locator Guide	\$4,190-\$9,590	Sept. 16, 2022	Sept. 23, 2022
Daily Newspaper	\$10,000-\$25,000	Sept. 19, 2022	Sept. 26, 2022
Conference Bag Inserts	\$20,000	Sept. 23, 2022	Oct. 14, 2022

Email Marketing

Opportunity	Price range	Space reservation deadline	Materials due
Housing Confirmation Email Package	\$55,000	June 24, 2022	July 1, 2022
Registration Email Package	\$55,000	June 24, 2022	July 1, 2022
ePreviews	\$9,035-\$12,000	Varies	Varies
Exclusive Exhibitor Email	\$25,000	Varies	Varies
Daily Highlights Email	\$18,355	Sept. 26, 2022	Oct. 3, 2022
Log-In Credential Email	\$10,300	Oct. 17, 2022	Oct. 24, 2022
eHighlights	\$9,035-\$12,000	Varies	Varies

Convention Center Sponsorships

Opportunity	Price range	Space reservation deadline	Materials due
Ad Banner	\$30,000	Sept. 1, 2022	Sept. 8, 2022
Charging Lounge	\$60,000	Sept. 1, 2022	Sept. 8, 2022
Communication Center	\$40,000	Sept. 1, 2022	Sept. 8, 2022
Escalator Graphics	\$50,000-\$60,000	Sept. 1, 2022	Sept. 8, 2022
Lighted Kiosks	\$15,000	Sept. 1, 2022	Sept. 8, 2022
Hand Sanitizing Stations	\$5,500-\$30,000	Sept. 1, 2022	Sept. 8, 2022
Health Check Stations	\$10,000	Sept. 1, 2022	Sept. 8, 2022
Professional Headshot Lounge	\$30,000	Sept. 1, 2022	Sept. 8, 2022
Puppy Snuggles	\$35,000	Sept. 1, 2022	Sept. 8, 2022
Science & Technology Hall Aisle Signs	\$65,000	Sept. 1, 2022	Sept. 8, 2022
Science & Technology Hall Coffee and Tea Breaks	\$15,000	Sept. 1, 2022	Sept. 8, 2022
Science & Technology Hall Park Benches	\$35,000	Sept. 1, 2022	Sept. 8, 2022
Science & Technology Hall Restaurant Sponsorship	\$15,000	Sept. 1, 2022	Sept. 8, 2022
Scientific Sessions Posters	\$70,000	Sept. 1, 2022	Sept. 8, 2022
Sitting Cubes	\$50,000	Sept. 1, 2022	Sept. 8, 2022
Stacked Meter Cubes	\$18,000	Sept. 1, 2022	Sept. 8, 2022
Wellness Challenge (formerly Walking Challenge)	\$50,000	Sept. 1, 2022	Sept. 8, 2022
Stair Clings	\$50,000	Sept. 1, 2022	Sept. 8, 2022
AHAtv	\$1,000-\$100,000	Varies	Varies
Abstracts on USB	\$75,000	Sept. 16, 2022	Sept. 23, 2022
Charging Lockers	\$10,000	Sept. 16, 2022	Sept. 23, 2022
Conference Shuttle Bus Package	\$75,000	Sept. 16, 2022	Sept. 23, 2022
Scientific Sessions Job Board Posting	\$1,200-\$1,800	Sept. 16, 2022	Sept. 23, 2022
Conference Bag Inserts	\$20,000	Sept. 23, 2022	Oct. 14, 2022
On-Site Digital Signage	\$5,000-\$20,000	Sept. 23, 2022	Sept. 26, 2022

Contract Original Aggregate	Price range	Space reservation deadline	Materials due
Coat and Luggage Check	\$20,000	Sept. 30, 2022	Oct. 7, 2022
Wi-Fi Sponsorship	\$30,000	Oct. 7, 2022	Oct. 14, 2022

On-Site Education and Networking

Opportunity	Price range	Space reservation deadline	Materials due
Career Development Track Sponsorship	\$35,000	Aug. 26, 2022	Sept. 23, 2022
Fireside Chat	\$15,000	Aug. 26, 2022	Sept. 23, 2022
Health Innovation Pavilion Sponsorship	\$4,500-\$18,000	Aug. 26, 2022	Sept. 23, 2022
Health Innovation Pavilion: Simulation Zone	\$15,000	Aug. 26, 2022	Sept. 23, 2022
Learning Studios	\$35,000-\$65,000	Aug. 26, 2022	Sept. 23, 2022
Meet the Trialist	\$40,000	Aug. 26, 2022	Sept. 23, 2022
Networking Lounge: Early Career and FIT Sponsorship	\$35,000	Aug. 26, 2022	Sept. 23, 2022
Networking Lounge: Women in Science and Medicine Sponsorship	\$35,000	Aug. 26, 2022	Sept. 23, 2022
Roundtables	\$25,000	Aug. 26, 2022	Sept. 23, 2022
Scientific Sessions Posters	\$70,000	Sept. 1, 2022	Sept. 8, 2022
Scientific Sessions Job Board Posting	\$1,200-\$1,800	Sept. 16, 2022	Sept. 23, 2022

Booth Drivers

Opportunity	Price range	Space reservation deadline	Materials due
AHA Mobile Meeting Guide App	\$5,000-\$80,000	Varies	Varies
Simulation Demonstration	\$15,000	Sept. 12, 2022	Oct. 7, 2022
Abstracts on USB	\$75,000	Sept. 16, 2022	Sept. 23, 2022
Charging Lockers	\$10,000	Sept. 16, 2022	Sept. 23, 2022
Scientific Sessions Job Board Posting	\$1,200-\$1,800	Sept. 16, 2022	Sept. 23, 2022
Conference Bag Inserts	\$20,000	Sept. 23, 2022	Sept. 30, 2022

Virtual Platform Marketing

Opportunity	Price range	Space reservation deadline	Materials due
Learning Studios	\$30,000-\$35,000	Aug. 26, 2022	Sept. 23, 2022
Social Media Gallery	\$7,000-\$15,000	Aug. 26, 2022	Sept. 16, 2022
Scientific Sessions Posters	\$70,000	Sept. 1, 2022	Sept. 8, 2022
AHA Mobile Meeting Guide App	\$5,000-\$80,000	Varies	Varies
AHAtv	\$1,000-\$100,000	Varies	Varies
Simulation Demonstration	\$15,000	Sept. 12, 2022	Oct. 7, 2022
Abstracts on USB	\$75,000	Sept. 16, 2022	Sept. 23, 2022
Tower Ad Banner	\$15,000	Sept. 23, 2022	Sept. 30, 2022

Hotel Room Marketing

Opportunity	Price range	Space reservation deadline	Materials due
Hotel Key Cards	\$25,000	Sept. 16, 2022	Sept. 23, 2022
Doctors Bag Insert	\$15,230	Sept. 28, 2022	Oct. 5, 2022
Doctors Bag Premium	\$28,740	Sept. 23, 2022	Sept. 30, 2022
Individual Hotel Room Drops	\$29,000-\$45,000	Oct. 4, 2022	Oct. 11, 2022

Hotel Advertising: Hyatt Regency McCormick Place

Opportunity	Price range	Space reservation deadline	Materials due
Coffee Sleeves in the Market	\$6,000	Sept. 1, 2022	Sept. 12, 2022
Digital Lobby Displays	\$5,500-\$8,000	Sept. 1, 2022	Sept. 12, 2022
Elevator Digital Screens	\$6,000	Sept. 1, 2022	Sept. 12, 2022
Elevator Vestibule Floor Clings	\$12,295	Sept. 1, 2022	Sept. 12, 2022
Hotel Wi-Fi	\$25,000	Sept. 1, 2022	Sept. 12, 2022
Lobby Pillar Wraps	\$22,236	Sept. 1, 2022	Sept. 12, 2022
McCormick Place Entrance	\$28,011	Sept. 1, 2022	Sept. 12, 2022
Restaurant Pillar Wraps	\$14,326	Sept. 1, 2022	Sept. 12, 2022
Window Clings	\$12,829	Sept. 1, 2022	Sept. 12, 2022

Citywide Advertising

Opportunity	Price range	Space reservation deadline	Materials due
Digital Taxi Tops	\$25,000-\$75,000	Sept. 6, 2022	Sept. 26, 2022
In-Taxi Video Network	\$15,000-\$20,000	Sept. 6, 2022	Sept. 26, 2022
Baggage Claim Network at Chicago O'Hare International Airport	\$10,000	Sept. 6, 2022	Oct. 3, 2022
Eye-Level Digital Screen Network at Chicago O'Hare International Airport	\$50,000	Sept. 6, 2022	Oct. 3, 2022
Overhead Terminal Signage Network at Chicago O'Hare International Airport	\$125,000	Sept. 6, 2022	Oct. 3, 2022
Video Wall at Chicago O'Hare International Airport	\$50,000	Sept. 6, 2022	Oct. 3, 2022

AHA Scientific Sessions 2022 includes both in-person and virtual programming and events. If the in-person portion of the meeting must be canceled, all marketing from the physical assets of the meeting will be seamlessly transitioned to the virtual environment as outlined herein. Advertisers preparing materials specific to a booth or program are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.

All rates are net. No agency discounts apply. Cancellations are non-refundable.
All quantities are based on projected attendance and room blocks.
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